

YOU'RE AMAZING

SECOND
MONITORING
REPORT

***You're Amazing* Monitoring Report**
October 1, 1997 to March 31, 1998

prepared by

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for
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You're Amazing Monitoring Report
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ATTACHMENTS:

ADVISORY COMMITTEE MEMBERSHIP LIST

STEERING COMMITTEE MEMBERSHIP LIST

"PARTNER UPDATE"

MEDIA KIT

MEDIA COVERAGE

***You're Amazing* Monitoring Report October 1, 1997 to March 31, 1998**

The purpose of this second monitoring report is to review the success in implementing program initiatives and reaching implementation goals of the *You're Amazing* provincial health promotion program during the period of October 1, 1997 to March 31, 1998. The first monitoring report addressed *You're Amazing* activities between June, 1997 - September, 1997.

The planned *You're Amazing* components between October, 1997 and March 31, 1998 were as follows:

Partners

- Steering Committee (RHA/Sponsors)
- Advisory Committee
- Others
- RHA Workshop
- Partner Updates

Information/Media Kit

Family Kit Consultation

Family Day Events

Poster

Calendar and Related Publicity

Brochure

Print Ads

PARTNERSHIPS

Partnerships and sponsorships are a key element of the *You're Amazing* program. Partners provide financial and/or instrumental support for program initiatives. This allows the program to extend its reach and adds depth and context to the messages. Partners' endorsement also adds credibility and prestige to the project because most partners have a high public profile.

1. Workshop

Health Canada sponsored a social marketing/partnerships workshop for health promoters, March 22-25, 1998. There were expert presentations, local examples and case studies. GPC facilitated a panel presentation on corporate sponsorship from the *You're Amazing* program's experience. *You're Amazing* was also one of five topics presented as local examples of social marketing partnership projects; the presentation included program experience from RHA partners in three regions of the province.

2. Committees

a. Advisory Committee

The purpose of the Advisory Committee is to provide a broad context for effective delivery of the *You're Amazing* program. There are 32 members on the Advisory Committee as of March 31, 1998 (list attached), an increase of two members since the last report. Half of the members represent non-government organizations or government departments related to health; however, the committee also includes representatives from the Alberta Library Trustees Association, Alberta Labour, Daycare Programs (AFSS), Nobody's Perfect, Schools Come Alive, Alberta Community Development, Alberta Transportation & Utilities, Income Support (AFSS), Alberta Education, Children's Services (AFSS), Employer Committee on Health, Nechi Institute, Environmental Protection and Alberta Motor Association.

Objective:

- *Two Advisory committee meetings will be held.*
- *An attendance rate of 80 % is anticipated for each Advisory Committee meeting.*
- *Participants will be more active than in the first monitoring report, which will be demonstrated in reports in "You're Amazing" minutes of their supporting and integrating "You're Amazing" messages in their organizations' activities.*

Two Advisory Committee meetings were held and participation rates were lower than expected: At the January 3, 1998 meeting, 18 of 30 members attended, there were 12 regrets (60% attendance). Eighteen members, including two new members, participated in the February 17, 1998 meeting; there were 14 regrets (43% attendance).

The Advisory Committee was involved in developing the Family Kit and planning other promotional activities for 1998, including a 1998 summer community tour with the Be Fit For Life Centres, McDonald's® tray liners and promotions through other commercial outlets.

b. Steering Committee

The purpose of the Steering Committee is to guide and direct the implementation of the *You're Amazing* program. Representatives also facilitate integration of the *You're Amazing* messages with existing health promotion programs and activities in their areas or develop new activities that promote the *You're Amazing* messages. Membership consists of representatives from the major program sponsors and Alberta Regional and Provincial Health Authorities (members' list attached). Involvement will be determined through committee participation, identification of opportunities to integrate *You're Amazing* with regional initiatives, regional networking activity, and participation in development and distribution.

Objective:

- *At least three Steering committee meetings or conference calls will be held during this stage.*

- *A 90 % attendance rate at each Steering Committee meeting is anticipated.*
- *Participants will be more active than in the first monitoring report, which will be demonstrated in reports in You're Amazing minutes of their supporting and integrating You're Amazing messages in their organizations' activities.*

The Steering Committee held one face to face meeting and two conference calls between September 30, 1997 and March 31, 1998. At the October 17, 1997 meeting, there were representatives from Alberta Health, GPC Communications (GPC) and Credit Union Central (CUC), as well as representatives from 13 RHAs and the two PHAs (83% attendance). For the December 17, 1998 conference call, representatives from Alberta Health, GPC, CUC, 11 RHAs and the two PHAs participated (82% attendance). Participation in the February 20, 1998 conference call was much lower, with the same representatives from Alberta Health and GPC, but only 6 RHAs were represented. Regrets also came from CUC and one PHA (50% attendance).

Twelve of the Regional Health Authorities (Headwaters, East Central, Westview, Crossroads, Aspen, Keeweenaw Lakes, Northwestern, Palliser, Health Region #5, David Thompson, Peace and Northern Lights) reported having taken steps to promote the *You're Amazing* program either directly, or through inclusion of concepts in other programs. All RHAs were involved in distributing calendars. The Provincial Mental Health Board planned to tie the *You're Amazing* message with their promotion scheduled for February; however, the Alberta Cancer Board has found few natural tie-ins to the *You're Amazing* message since their client group tends not to be the same as the target group for the *You're Amazing* program. The calendar was distributed through the Credit Unions.

3. Recruitment of sponsors

Objective: By the end of this second monitoring period there will be 2 major sponsors making contributions of \$100,000 each. There should be at least 2 additional sponsors making contributions that total an additional \$75,000. Several in-kind, event-specific sponsors will also be involved. (Total amount of sponsorship targeted for the end of the second monitoring period: \$275,000, with additional in-kind contributions)

The original goal of acquiring \$400,000 in sponsorship by mid-September, 1997 was established at the beginning of the *You're Amazing* program. However, this objective was not achieved in the first monitoring period, so efforts have continued in the second monitoring period. At the end of the First Monitoring Period (Sept. 30, 1997), there was one major sponsor (Alberta Credit Unions) to a total of \$100,000 and an additional \$30,000 value in in-kind contributions*.

* PLEASE NOTE THIS CORRECTION TO THE FIRST MONITORING REPORT.

During the second monitoring period, additional sponsors were sought from an established list of candidates. By the end of the Second Monitoring Period (March 31, 1998), an additional major sponsor had been secured from **Pfizer Canada, Inc.**

Smaller sponsorship amounts had been received from **Wyeth-Ayerst Canada, Inc.** (\$5000) and **Merck Frosst Canada, Inc.** (\$50,000), with additional commitments from two other companies, together totalling \$55,000. No further in-kind contributions had been received in this Second Monitoring Period.

Sponsorship funds of \$155,000 were added in this period, with further commitments of \$55,000 bringing the overall sponsorship funds total at March 31st, 1998 to \$310,000 and an additional \$30,000 value in in-kind contributions. This exceeds the objective of \$275,000 in accumulated total sponsorship funds set for the end of the Second Monitoring Period.

Recruitment of sponsors will continue during the third monitoring phase.

4. Partner Update (newsletter)

Objective: No objectives were set for this item.

One issue of the "Partner Update" (the second since program launch) was produced and distributed in February, 1998 (copy attached). The update included an announcement of Pfizer's sponsorship, the results of the "You Ought to be in Pictures" draw, a report on the active support of the Credit Unions and the availability of the 1998 calendar.

5. Information/Media kit

Objective: All Steering Committee members will have received a kit by December 1, 1997. Local media activities, initiated by the community, will be reported by a northern, southern, and central RHA in the reporting period. The kits will have been used by at least 8 Steering Committee members for local promotions or briefings.

An information/media kit was produced to assist partners in their local promotion of the *You're Amazing* program with local media relations and internal and external promotions and events. These kits included a cover letter, along with 5 articles that feature one of the determinants that are the focus of the *You're Amazing* program. Kits were provided to all Steering Committee members, as well as directly to the media.

The media kit has been used for local promotion of the *You're Amazing* program in eight Regional Health Authorities: Chinook, Palliser, Health Region #5, David Thompson, Westview, Aspen, Peace River and Northern Lights. Steering committee members have found the kit a very good resource for promoting the program.

6. Family Kit Consultation

Objectives:

A Working Group will be struck, comprising at least ten experts from the Steering and Advisory Committees. At least four conceptual development focus groups will be held in north, south and central regions of the province with young parents.

A contact list of accessible experts will be established, with at least one representative for each determinant of health that will be addressed in the kit.

The Family Kit is a major component of the *You're Amazing* program. During this reporting period a series of consultations, focus groups, and research activities took place in preparation for the production of kit in the summer of 1998.

The Family Kit Working Group made up of members from both the Steering Committee and the Advisory Committee along with consultants and other support persons participated in 12 meetings to determine kit content, packaging and distribution. There were consultations with community resource people and experts in the health determinant areas that are the focus of the kit. Focus testing was carried out in Medicine Hat (six participants), Peace River (seven participants), Edmonton (eight participants) and at the Nechi Institute (twelve participants). The purpose of these focus tests was to confirm the results of the pre-launch focus groups that identified the need for information and to validate the use of the selected concepts for the family kit.

For a full report on the development of the family kit and results of the focus testing, see "*You're Amazing Family Kit Content and Development*" by Rochelle Dusseault, a practicum student from the University of Alberta, and "*Report on the Development of the Amazing Family Kit*", Population Health Strategies Branch, Alberta Health, June, 1998.

TARGET GROUP INITIATIVES:

1. Calendar

Objectives:

Focus groups of young parents will have been held in northern, southern and central Alberta. Participation from rural (under 25,000) and urban centres will have been arranged. A minimum of 20 young parents will have been involved. This information will be available from Alberta Health documentation.

A calendar has a specific, time-limited utility. Therefore, 90 % of all calendars should be distributed by the end of December, 1997. It will be demonstrated, by virtue of the client-base of the agencies that distributed the calendars that over 75% went to the primary audience, young parents 18-30 years old. This information will be obtained from Alberta Health mailing lists.

Newsprint articles about the calendar will run in at least 4 weeklies or dailies, and one, short television story will be aired in both Calgary and Edmonton. Communications Branch, Alberta Health will monitor newspaper reporting from their clipping service.

Over 75,000 full colour wall calendars were printed for distribution to young parents before the end of December, 1997. The calendar was focus tested by young parents, and reviewed by a Working Group comprising Steering and Advisory committee volunteers.

Distribution was carried out through daycares, day homes, nursery schools, the Christmas Bureau, RHAs and other Steering Committee and Advisory Committee member organizations. Licensed daycares in the province, and family day home organizations were all sent calendars for distribution. Calendars were also sent to each MLA and individual requests for calendars were filled (over 60 individual requests were processed).

Publicity around the calendar distribution was reported in *The Edmonton Journal* (November 28, 1997) and the *Peace River Record Gazette* (March 8, 1998). The "A" Channel in Edmonton ran a television story on the *You're Amazing* program and the calendar in late November, 1997.

2. Poster

Production and distribution of posters were initially planned for the first monitoring period, but were delayed until the second monitoring period.

Objectives:

A total 15,000 posters will be distributed to RHA/PHA's and to all sponsors for display. The overall objective is to achieve an even geographic distribution throughout the province.

15,000 posters were printed at the end of October, 1997. Samples and order forms were distributed to both Steering Committee and Advisory Committee members. Posters were also distributed through the daycare centres and family day home agencies. By March 31, 1998, 8,183 posters had been distributed. Poster distribution will continue through the summer promotions.

3. Brochure

Objectives:

Brochures will be sent to all RHA/PHAs and to all sponsors. By the end of this reporting period over 50% of the brochures will have been ordered by "You're Amazing" partners and other interested parties.

100,000 brochures were printed in mid-February 1998 and were distributed to Advisory and Steering Committee members by February 24th, including an initial supply to RHAs and PHAs. By March 31, 1998, 82,103 (82%) brochures had been distributed to the partners and sponsors.

4. Family Day Events, February 1998

You're Amazing promotional activities, were planned for Family Day. It was anticipated that young parent families and potentially the media could be reached at such events, raising awareness of the *You're Amazing* program and its messages.

Objectives:

"You're Amazing" program elements will be featured at Family Day community events in at least Edmonton and Calgary. 50 young parents should be reached at each Calgary and Edmonton event.

This promotion was postponed and, instead, a Spring Public Awareness promotion was planned to begin in March, 1998 and carry through several months. Elements of this promotion include paid advertisements and print PSAs through Alberta Weekly Newspapers Association (A'WNA), potential radio ads to be organized by RHAs who choose to do so, media events in widespread regions of the province, and tray liners at participating McDonald's restaurants and other family restaurants. None of these elements ran in the current monitoring period. See 3rd Monitoring Plan and Report for further information.

5. You're Amazing Information Line

Objective: Obtain a total of 250 calls, with an even response from across the province.

The phone number for a toll-free information line was provided in the *You're Amazing* ads run in *Calgary's Child* and on the bookmarks, calendars, brochures and posters distributed during this monitoring period.

For the period between October 1, 1997 and March 31, 1998, 34 calls were recorded. No information on referral source or type of information requested is available at this time. The a breakdown of the origin of the calls is as follows: Calgary (10), Edmonton (8), Edson (2), Lac La Biche (2), Camrose, Carstairs, Lakeland, Lethbridge, Three Hills, Vermilion, Ft. McMurray, and one origin was not known; four inquiries originated from outside the province with one each from Yellowknife, Vancouver, Ottawa and Montreal. For the period between October and March, the majority of calls were received in October (13) and November (8), and only 2 calls were received in March. Six calls were received in January, and 5 calls were received in February.

The number of calls is well below the stated objective; however, as during the first monitoring period, the origin of the calls ranges across the province.

MEDIA COVERAGE (articles attached)

1. Print Ads

Objectives: Full page ads will run in three issues of Calgary's Child tabloid. Over 90% of the over-runs will be distributed to all Steering and Advisory committee members.

All advertisements ran as planned in *Calgary's Child's* October/November, December/January and February/March issues. The monitoring plan for this period included plans for distribution of overruns; however, following a trial of printing 1000

overruns of the June/July issue of *Calgary's Child* (first monitoring period), a decision was made not to order further overruns.

There was mention in the Monitoring Plan of editorials included in *Calgary's Child* to support program activities. There were no editorials on *You're Amazing* during this monitoring period; however, *You're Amazing* was featured as providing support for the "Parenting Classes & Support" section of the paper.

Ad mats from the November/December issues of *Calgary's Child* were included in the Information/Media kits sent to Steering Committee members in December.

2. Media Monitoring

Objective:

Newsprint articles about the calendar will run in at least 4 weeklies or dailies, and one, short television story will be aired in both Calgary and Edmonton. Communications Branch, Alberta Health will monitor newspaper reporting from their clipping service. Local media activities, initiated by the community, will be reported by a northern, southern, and central RHA in the reporting period.

Television

The "A" Channel in Edmonton ran a television story on the *You're Amazing* program and the calendar in late November, 1997.

Newspaper

Southern Alberta

Region 2 - The Palliser Health Authority released a media summary report of the *You're Amazing* Promotional Event held on January 5, 1998.

Medicine Hat News, The Paper (Brooks) and *Bassano Times* all published reports on the event.

Central Alberta

Region 8 - *The Weekly Anchor* in Edson ran a story about the *You're Amazing* program and its message on February 2, 1998.

Region 10 - *The Edmonton Journal* (November 28, 1997) ran an story about the program and the calendar.

Region 12 - *The Elk Point Review* (January 13, 1998) and the *Lac La Biche Post* (February 24, 1998) ran stories on "You're Amazing."

Northern Alberta

Region 14 - *The Record Gazette* (March 8, 1998) printed a story that mentioned "You Ought to be in Pictures," the calendar, and the poster.

Radio

Radio 1390 (southern Alberta) aired four spots in the afternoon and evening of January 5 regarding the *You're Amazing* promotional event held in Medicine Hat that day.

CONCLUSION

1. Partnerships

The *You're Amazing* program continues to be successful in recruiting partners and supporting partners in both the health-related and non-health sectors. Although attendance at meetings has not met set objectives, many partners are taking an active role on the Advisory Committee and the Steering Committee and in promoting the *You're Amazing* message. Regular participation in meetings should be encouraged for all members in order that they maintain an active role in promoting the *You're Amazing* program.

Advisory and Steering committee members appear to be involved in supporting and integrating *You're Amazing* messages in their organizations' activities. However, there are few concrete examples provided in the meeting minutes. More detailed record keeping is necessary for monitoring activities of Advisory and Steering committee members. A simple method of tracking would be to ask committee members to provide a brief written summary of activities that were carried out in their regions between meetings.

Procuring financial support from corporations was more successful during this monitoring period than in the previous one, although the amount of funds obtained is still below projections established for the program.

2. Target Group Initiatives

- Calendar: Objectives for focus testing were met, and calendars were distributed throughout the province as planned; however media coverage for the calendar did not meet set objectives.
- Poster: Objectives for poster distribution were met, with over half of the 15,000 posters distributed throughout the province. Poster distribution will continue through the next monitoring period.
- Brochure: The brochure was printed and distributed in February, 1998. Objectives for distribution were exceeded with almost 90% of the brochures being distributed to Advisory and Steering Committee members for distribution across the province.
- Calls to Toll Free Line: The number of calls to the toll-free line were still well below expectations; however, callers continue to represent all areas of the province.

Program elements were positively received and met objectives for province-wide coverage. This increased the visibility of the program in this second period of monitoring implementation of the program.

3. Media Coverage

Although program objectives were met with respect to media coverage of the *You're Amazing* program, it continues to be limited. The most successful reported coverage took place in the Medicine Hat area. The Palliser Health Authority sponsored a *You're*

Amazing promotional event and released a media report which resulted in coverage by three area newspapers. The event was also featured on the local radio station. This type of coverage indicates that there are possibilities for more extensive media coverage than has been achieved to date. There should be ongoing solicitation of the media to increase the visibility of the program.

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June 1998

PARTNER UPDATE



A Partnership for Healthier Living

partner UPDATE

Volume II

You're Amazing Gains Momentum

New Major Sponsor on Board



Pfizer Canada is the newest major sponsor committed to the provincial health promotion project *You're Amazing*.

The research-based, diversified healthcare company joins Alberta's Credit Unions' as corporate partners who have made a contribution of \$100,000 over the next two years of the program.

Along with delivering innovative medicines to Canadians, Pfizer Canada invests in clinical research across Canada, including \$1 million this year in Alberta.

You're Amazing welcomes Pfizer to the program and looks forward to an exciting partnership in the months ahead.

Tour Winners Drawn

Nine winners were drawn from the thousands of healthy living tips collected during the *You Ought To Be In Pictures* Community Tour. *You're Amazing's* partner-

ship with Alberta Community Development's eight Be Fit For Life Centres across the province was an excellent alliance and allowed for information to be exchanged with people in communities like Valleyview, Ponoka, Oyen, Taber, Beaverlodge, Fort McMurray, St. Albert, Eckville, Coronation, and many more.

The two grand prize winners each received a weekend getaway courtesy of Alberta's Credit Unions. The Ruschkowski family (Cec, John, Luke, Dakota, and Dawson) from Oyen won a weekend at the Westin Hotel in Calgary and the Schumacher family from Beaverlodge will enjoy the Fantasyland Hotel for a weekend in Edmonton.

The seven other names drawn will each receive a Polaroid Instant Encouragement Kit donated by Polaroid Canada. The kit includes a Polaroid OneStep Camera, Polaroid 600 Instant Film and a number of helpful ideas and accompaniments that make it easy to boost a child's confidence and reward his/her accomplishments. Winners will also receive duffel bags and first aid kits compliments of Alberta's Credit Unions.

The winners are:

Joe Penney & family

from Calgary

Maggie Froese & family

from Fort Saskatchewan

Katherine & Jack St. Louis & family

from Fort MacMurray

Shelley Miller & family

from Wainwright

Laurie & Phil Anderson & family

from Calgary

Wendy & Tommy Kwan & family

from Calgary

Alberta Health would like to thank Polaroid and Credit Unions for their generosity and also thank all Albertans who took the time to tell us about all the things their families are doing to maintain and improve their health.

Credit Unions Spreading the Word

Strong and active support has been the mainstay of Alberta Credit Unions' involvement in the *You're Amazing* program.



Over the summer and fall months, individual Credit Unions showed their added capacity for community

involvement and commitment to healthier Albertans in various ways. Many Credit Unions took the *You Ought To Be In Pictures* Community Tour into their branches and communities with great enthusiasm and fun. Still others printed additional copies of materials or came up with ideas as individual and unique as their branch and community.

You're Amazing calendar now available

The 1998 *You're Amazing* calendar, full of tips, laughs, recipes and activities, is now available for young parents at Credit Unions, Day Care Centres, Family Day Homes and Public Health Offices across Alberta.

For more information
on anything mentioned in this
Partner Update or to receive an
attractive *You're Amazing* poster
please call Alberta Health.

Dial 310-0000 then 422-1511.

You're Amazing is part of a broader focus for a proactive, wellness-oriented approach to health. It is one of several Government of Alberta initiatives intended to provide Albertans with information to make individual, informed choices about health.

Alberta
HEALTH

MEDIA KIT

December 19, 1997

To the Editor:

"You Ought to Be in Pictures," a touring display and prize draw held by Alberta Health this past summer, has yielded over 3,000 tips for health living. At community events in Vermilion, Beaverlodge, Ponoka, Oyen, Waterton and all points in between, people were invited to provide health tips and be "in pictures." Their photos were taken with a Polaroid camera and developed instantly. Those who entered the draw wrote a health tip under their photo and submitted it as an entry form.

Nine lucky Alberta families have won prizes in a random draw of all entries. A list of the winners and their prizes is attached.

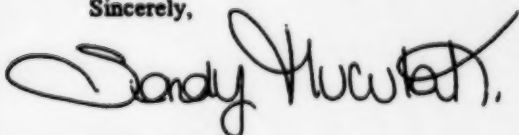
The "You Ought to Be in Pictures" draw was part of a community tour co-ordinated jointly by Alberta Health and Alberta Community Development's eight Be Fit for Life Centres. The tour helped to publicize a new province-wide health promotion program called *You're Amazing*, which is designed to help young parents identify the healthy things they do right now and encourage them to find simple, new ways to improve their health and the well-being of those around them.

The tour/draw is only the first of many activities being planned to support the *You're Amazing* program. Watch for posters, brochures, a 1998 calendar and tool kit for parents – which will be distributed through day care centres, family day homes, play schools, public health centres, credit unions, libraries and other locations around the province.

We encourage you to reprint the articles provided in the enclosed information kit. In addition to a general article about the *You're Amazing* program, you will find short items on parenting, stress management, social life and money management. Or, you may wish to use these articles as a starting point for preparing profiles of people or groups in your community. Health really is "all the things you do."

I would be delighted to answer your questions and send you any additional information you require.

Sincerely,



Sandy Huculak
Assistant Director
Communications Branch
(403) 427-7164

cc: RHA Steering Committee Members
RHA Communications Directors

Winners of the "You Ought to Be in Pictures" Draw

Grand Prize Winners:

1. Cec and John Ruschkowski & Family, Oyen, Alberta -- Weekend getaway at the Calgary Westin Hotel
2. Shannon Schumacher & Family, Beaverlodge, Alberta -- Weekend getaway at Edmonton's Fantasyland Hotel

The Grand Prizes were donated by Alberta's Credit Unions, the founding sponsor of the *You're Amazing* Program.

Other Winners:

NAMES IN ALPHABETICAL ORDER

1. Laurie and Phil Anderson & Family, Calgary
2. Maggie Froese & Family, Fort Saskatchewan
3. Wendy and Tommy Kwan & Family, Calgary
4. Shelley Miller & Family, Wainwright
5. Joë Penney & Family, Calgary
6. Katherine & Jack St. Louis & Family, Ft. McMurray
7. Winner from Provost

The seven families listed have won "Instant Encouragement Kits" from Polaroid and first aid kits and duffel bags from Alberta's Credit Unions. The Instant Encouragement kits provide camera, film and helpful ideas and tools for boosting a child's confidence and rewarding accomplishments through photos.

Redraft, September 29/97

625 words

***You're Amazing* Program Supports Young Parents**

The next time you take an hour to play with the kids or enjoy the sunshine, forget about all those other things you "should" be doing. Just remember that relaxing and having fun is good for your health... and good for your children's health too.

This is one of the messages that Alberta Health and its community partners are getting out to young parents through a program called *You're Amazing*. The program is designed to remind people that there's more to good health than eating right and exercising. To put it very simply, a laugh a day is just as important as an apple a day.

Alberta Health's assistant deputy minister Cecilie Lord describes the program's basic philosophy this way: "Health depends in larger measure on coping skills, personal behaviours, and social and economic factors."

"Even the tiniest things contribute to your health," adds Dalyce Greenslade of the David Thompson Regional Health Authority. "*You're Amazing* will plant a seed in people's minds. It will get them thinking in a different way ... recognizing that health is more than health care. There are so many different things that factor into your health. Recreational facilities, churches and food banks are important too, not just hospitals."

The *You're Amazing* program recognizes that parents are juggling many responsibilities – at home, at work and in the community. And for many parents, stretching the pay cheque to the end of the month is a constant challenge. So they could use a little encouragement and perhaps a reminder that, although they may seem to be living in chaos, they are actually doing a great job.

Doug Wilson of the University of Alberta's Centre for Health Promotion Studies believes in the ideas behind the *You're Amazing* initiative "Studies have shown," he says, "that people are healthier when they are able to make choices and feel they have some control over their lives. People need to feel that they're continuing to grow. That feeling can come from something as simple as enrolling in a one-day course."

A major aspect of the program is ensuring that children get a healthy start in life. "Children's experiences in the early years are crucial to their success and good health as adults," says Dianne Dalley of the Office of the Commissioner of Services for Children and Families. "And, of course, those are the years when children are almost totally dependent on their parents. So, if parents have a positive attitude and know how to cope, they will pass that invaluable knowledge on to their children."

Most of the information that *You're Amazing* provides is neither hard to understand nor difficult to put into practice. It's about little things that, as it turns out, are actually big. The things that most of us already know, but sometimes forget.

Alberta Health and its community partners will provide Albertans with ideas about small steps they can take towards better health. How to manage time and money. How to cope with "curve balls" at home and at work. How to make sure the kids have love, security and opportunities to develop their confidence and skills.

You're Amazing, which is being sponsored in part by Alberta's credit unions, Pfizer, together with Alberta's Health Authorities and other Alberta businesses, was kicked off this summer with a community tour of the province. Through a promotional event called "You Ought to Be in Pictures," Alberta Health invited young parents to pose for a Polaroid photo and then write down their tips on staying afloat in a busy and demanding world. Some of these responses will be featured in ads and information kits. Other *You're Amazing* projects will be announced in the coming months.

For more information, call Alberta Health Communications at 310-0000, then dial 427-7164.

381 words

Take Time to Play With Your Kids:

A message from Alberta Health and its community partners

A province-wide health program is encouraging you to take time to have fun with your kids.

Called *You're Amazing*, the program recognizes the important job parents are doing in raising tomorrow's adults. Research shows that attitudes towards life and the ability to cope in adulthood depend heavily on the kinds of experiences a child has in the early years. The results of a parent's efforts today are likely to show up years from now.

You're Amazing provides young parents with ideas about how they can maintain a healthy family and promote healthy child development.

"Relaxing with your children, talking or reading to them and exposing them to other positive experiences is time well spent," says Diane Dalley of the Office of the Commissioner of Services for Children and Families. "It's important to show children your love and give them your undivided attention whenever you can," says Dalley. "They need to be recognized and honoured as beings," she adds, "and to feel safe and secure."

Most parents already plan several family mealtimes each week, and the occasional picnic in the park or Sunday outing. Some families throw spare change in a jar until there is enough to take everyone to a movie. And they mark birthdays, special achievements and holidays with celebrations and traditional meals.

What about establishing a few new family traditions to honour what is unique about each member? Going out for pizza when the hockey player does especially well? Taking the music enthusiast to a free concert?

Family activities are an investment in your own health and the health of your children, both now and in the future.

A postscript: If parents are at the playground with their kids when they would much rather be doing something else, they are probably not helping their children or themselves. The idea is to have fun and in doing so improve everyone's outlook on life.

That extra few minutes you take to listen, or to hug a child is keeping your family healthy — *You're Amazing*

For more information, call Alberta Health Communications at 310-0000, then dial 427-7164.

You're Amazing is a program to help young parents identify the healthy things they do right now and encourage them to find simple, new ways to improve their health and the well-being of those around them.

353 words

Improve Your Coping Skills and Improve Your Health

A message from Alberta Health

What does "health information" mean to you? Brochures filled with facts about good and bad cholesterol? Reminders from your doctor or conscience about getting up off the couch?

These are certainly important, but you might be pleasantly surprised by a province-wide health program called *You're Amazing*. It's upbeat, and it tells people that they're already doing a lot of things right. The focus of *You're Amazing* is on stress-beaters like taking control, making choices, seeking support and forming positive daily habits. And on giving yourself credit for all those things you're already doing that make you healthy.

What do those things have to do with health? A lot, as it turns out. Research has shown a clear connection between good health and the way we cope with everyday life. For example, in many cases chronic negative emotions are a factor in the development of heart disease.

Here are a few of the easy-to-take tips that *You're Amazing* is offering to (and receiving from) young parents, who are among the busiest members of our society:

- Once a week (or once a month) postpone pressing commitments to your employer, your aging parents or your children and spouse in order to spend an hour doing what you really love, whether it is gardening, golfing or playing the guitar. Take time for yourself.
- Find ways to pat yourself on the back. List all your accomplishments in a brag book. If a friend or someone at work has written a note that sings your praises, put it on the bulletin board, and look at it when things seem bleak.
- Upset? Simply stand outside and look at the sky until you feel better.
- Leave your briefcase at work at least one evening a week
- Discover the rewards of volunteer work (even if you're already too busy). There are tremendous emotional rewards in knowing you are helping others and contributing to your community.

That half-hour you spend in the garden (or in the park, or with a book, or in the bathtub!) - is keeping you healthy - Finding time for yourself is keeping you healthy - *You're Amazing*

For more information, call Alberta Health Communications at 310-0000, then dial 427-7164.

You're Amazing is a program designed to help young parents identify the healthy things they do right now and encourage them to find simple, new ways to improve their health and the well-being of those around them.

260 words

Make a New Friend Today

A message from Alberta Health and its community partners

Human beings are by nature very sociable creatures. We enjoy each other's company. So, contact with family and friends is important on a regular basis, and not just when there's a problem.

An Alberta Health program called *You're Amazing* is reminding young parents - who may feel they don't have time for a social life-that it's healthy to maintain friendships and spend time with other people. Dinner parties might be out of the question. Who has the time or the money? But there are other options. For example:

- Make it a priority to stay in touch with your family.
- When there's no time to visit someone you care about, try picking up the phone or writing a note instead. (Some families are finding e-mail is great for spreading the family news.)
- Consciously develop connections with people you like and enjoy being with.
- If you're new in the community or are just looking to expand your social circle, get involved in an activity that allows you to meet people. You'll be welcome at a whole range of public events that take place in every community, large or small. Check the brochures and newsletters in your local public library or even the grocery store.

Calling a friend is keeping you healthy – *You're Amazing*

For more information, call Alberta Health Communications at 310-0000, then dial 427-7164.

You're Amazing is a program to help young parents identify the healthy things they do right now and encourage them to find simple, new ways to improve their health and the well-being of those around them.

308 words

Effective Money Management Is Good for Your Health

A message from Alberta Health and its community partners

Financial health can help to promote physical and emotional health. It's also healthy to feel that you have choices and are taking control, which is the feeling you experience when you decide to manage your money well, whether it's a little or a lot.

A new program called *You're Amazing* (sponsored by Alberta Health in partnership with Alberta based businesses such as the credit unions) recognizes the many challenges that young parents face, including money challenges. The idea is to provide some helpful tips, and to invite people who already manage well to share their ideas and give themselves a pat on the back.

Why not try just one or two of these steps towards better money management?

- It's important to have a plan and a budget. Remember, budgeting doesn't have to be complicated. For starters, just aim at having a few pennies more coming in than are going out.
- To get an idea of how much you really spend in your "splurge" areas (fashion, videos, eating out), write down every single expenditure for a period of months. You may be very surprised.
- Ask for advice from people who seem to manage their money well.
- Collect the free information about budgeting and making the most of your money that is available at financial institutions like your local credit union or bank.
- Look for the free or inexpensive activities that are available in virtually every community. Choose some that you and your family might enjoy, and make a date!.

Managing your money is keeping you healthy -- *You're Amazing*

For more information, call Alberta Health Communications at 310-0000, then dial 427-7164.

You're Amazing is a program to help young parents identify the healthy things they do right now and encourage them to find simple, new ways to improve their health and the well-being of those around them.

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Calgary	Sandra Delon	(403)209-8474
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Capital	Marianne Stewart	(403)41307975
Aspen	Cindy Colbourne	(403)349-3316
Lakeland	Janet Kiist	(403)632-3331
[Mistahia	Jane Manning	(403)538-6137]
Peace	Wayne Button	(403)618-3440
Keeweenok	Sandra Marini	(403)849-3947
Northern Lights	Mary Johnson	(403)791-6146
Northwestern	Sherri Ross	(403)926-7000
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Provincial Mental Health Advisory Board	Beth Evans	(403)297-4520
Alberta Cancer Board	Ellen Murphy	(403)220-8017
<u>Sponsors</u>		
Alberta's Credit Unions	Donna Burn	(403)258-5900
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Wyeth Ayerst	Beth Witney	(416)226-7629

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Alberta Motor Association	Don Szarko	(403)430-5733
Nobody's Perfect	Linda Christianson	(403)423-2031
Alberta Alcohol and Drug Abuse Commission	Grace Whitehouse	(403)422-2794
Alberta Public Health Association	Anna Auer	(403)973-3066
Alberta Centre for Injury Control and Research	Lloyd Dick	(403)492-6019
Alberta Family and Social Services (Office of the Commissioner of Services for Children & Families)	Diane Dalley	(403)492-7385
Centre for Health Promotion Studies, University of Alberta	Doug Wilson/Miriam Stewart	(403)492-7385
Alberta Community Health Nurses Society	Shirley Bigelow	(403)361-4333
Alberta Centre for WellBeing	Cynthia Smith	(403)453-8692
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Alberta Environmental Protection	Dennis Stokes	(403)427-8850
Alberta Pharmaceutical Association	Catherine Biggs	(403)464-3454
Alberta Transportation & Utilities	Sherri Thorsen	(403)422-2705
Council of Medical Officers of Health	Gerry Predy	(403)482-1965
Dairy Nutrition Council of Alberta	Cindy Thorvaldson	(403)453-5942
Dietitians of Canada (Alberta)	Jayne Thirsk	(403)217-5211
Alberta Association of Registered Nurses	Gayle Carriere	(403)450-0226
Alberta Family and Social Services (Day Care Programs)	Lynn Groves Hautmann	(403)427-5956
Alberta Labour	Sharon Chadwick	(403)427-6724
Alberta Library Trustee Association	Mary Totman	(403)998-4331
Alberta Family and Social Services (Income Support Programs)	Bob Borreson	(403)427-6403

Organization**Contact****Phone Number**

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Alberta Heart Health Project	Rudy Dressendorfer	(403)415-2749
Alberta Family and social Services (Child Welfare)	Laura Alcock	(403)427-6385
Alberta Foster Parents' Association	Katherine Jones	(403)429-9923
Provincial Fitness Unit	Katherine MacKeignan	(403)492-4435

MEDIA COVERAGE

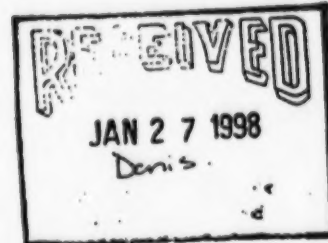


Palliser Health Authority

COMMUNITY HEALTH SERVICES, 2948 Dunmore Road S.E., Medicine Hat, Alberta, T1A 8E3
Phone (403) 526-7950, Fax (403) 528-2250

January 21, 1998

Sally



Enclosed please find a Summary Report of the "You're Amazing" Promotional Event held January 5, 1998 at the Community Health Building in Medicine Hat, Alberta.

Additional "You're Amazing" materials have been included in this information kit; I encourage you to reprint the articles from within the enclosure. Or, you may wish to use these materials as a starting point for simple switches with in your own family and community. Health really is "all the things you do".

I would be delighted to answer your questions and send you any additional information you require.

Sincerely,

Marie Whitmarsh,
Health Promotion Marketing Coordinator
Community Development and Health Promotion

(403) 502-8248

Encl: Promotional Event Summary Report
You're Amazing Calendar
You're Amazing Book Mark

You're Amazing



Panel L to R: Gregg Campbell, Medicine Hat College, Be Fit for Life Center, Murray Haubrich, Community Credit Unions, Denis Ostercamp, Team Leader, Alberta Health, Shauna Stacey-Wolgar, Pfizer Canada, John Boksteyn, Palliser Health Authority



Denis Ostercamp and Janice Blair present a "You're Amazing" Calendar to Joanne Miller and her young family.



"You're Amazing" Calendar Presentation to Craig Wood and Catherine Woolfrey's family.

PROMOTIONAL EVENT

January 5, 1998

HOSTED BY THE

**Palliser Health
Authority**



You're Amazing

Promotional Event

JANUARY 5, 1998 SUMMARY REPORT

**THE PALLISER HEALTH AUTHORITY HOSTED A PROMOTIONAL EVENT FOR THE
"YOU'RE AMAZING" HEALTH PROMOTION PROJECT.**

**THE FOCAL POINT OF THE EVENT WAS
TO ASSIST IN THE LAUNCH OF THE 1998 "YOU'RE AMAZING" CALENDARS.**

**"YOU'RE AMAZING", WHICH IS DESIGNED TO HELP YOUNG PARENTS IDENTIFY HEALTHY THINGS
THEY DO RIGHT NOW AND ENCOURAGE THEM TO FIND SIMPLE, NEW WAYS TO IMPROVE THEIR
HEALTH AND WELL BEING OF THOSE AROUND THEM.**

Gregg Campbell, Medicine Hat College, Bet Fit for Life Center

"...touring display and prize draw held by Alberta Health this past summer yielded over 3,000 tips for healthier living. At community events throughout the Palliser Health Region, people were invited to provide health tips and be 'in pictures'. We had excellent response to the display and are proud to announce that a winner was chosen from the Palliser Health Region, Cec and John Rushcowski of Oyen Alberta were the lucky winners of the Grand Prize Draw of a Family Trip to Calgary"

Murray Haubrich, CEO, General Manager of Community Credit Union

"...in promoting healthy living in our communities. Credit Unions recognize that community ties and support are an integral part of the Credit Union philosophy and offer an opportunity to give something back to the people we serve."

Shauna Stacey-Wolgar, Pfizer Canada

"We believe that it is through research, innovation and partnership in programs such as the "You're Amazing" project that we will make the difference in this province. We are pleased to be one of the Corporate sponsors for this innovative program...targeting the people who are in the front line in choosing healthy lifestyles choices - namely parents."

John Boksteyn, Board Chair, Palliser Health Authority

"Albertan's will see the outcomes of the program a few years down the road...It fits with the Palliser Health Authority vision of "Healthy People in a Healthy Palliser Health Region". Our focus can't always be on people's health after they are in the hospital but to prevent disease and injury from happening."

Tom Seaman, President, Palliser Health Authority

"the Palliser Health Authority is keen on partnering with the public and private sectors.... we are looking forward to see how the program will affect residents in the region. Further to supporting the project in theory and principle the Palliser Health Authority also is supporting the project by providing input from a Steering Committee level with Janice Blair and through Working Group Committees with Marie Whitmarsh."

Denis Ostercamp, Sr. Team Leader Population Health Strategies Alberta Health

"... we're hoping to improve the health of Albertan's," Ostercamp said. "If that saves money, so be it. But if people are healthier that's really important. This two-year health promotion program is designed to set the stage for positive behavioral change and attitude shift, appeal to the target audience's lifestyle in a practical and relevant way, and lastly provide marketing and community leadership opportunities for key sponsors and partners."

Craig Wood and Catherine Woolfrey and their children (William and Morgan) and Dawn Miller and her 3 sons were two young families available for a Calendar presentation.

"I think it helps people to look at health not just as a medical approach and looking at health as a part of lifestyle and well being and outlook on life and being healthy in those regards," said Wood. "Health isn't just hospitals and doctors and nurses. It's the way you carry on your life and your ability to parent." Craig Wood

THE CALENDAR IS ONLY ONE OF MANY ACTIVITIES BEING PLANNED TO SUPPORT THE "YOU'RE AMAZING" PROGRAM.

**CJCY RADIO
AMAZING 1 #####
JAN 5/98 DF\ # #**

Mon. Jan, 05, 1998 13:52:19

OFFICIALS FROM THE PALLISER HEALTH AUTHORITY, ALBERTS HEALTH AND CORPORATE SPONSORS WERE IN MEDICINE HAT YESTERDAY TO PROMOTE THE "YOU'RE AMAZING" PROGRAM.

ALBERTA HEALTH SPOKESMAN DENIS OSTERCAMP EXPLAINS WHAT THE PROJECT IS.

CART 205.....Q... "THEIR HEALTH " 19 SECS.

THE "YOU'RE AMAZING" PROGRAM IS A TWO-YEAR PROJECT THAT WAS INTRODUCED IN JUNE, 1997 BY ALBERTA HEALTH MINISTER HALVAR JONSON.

**AMAZING 2 #####
JAN 5/98 DF\ # #**

Mon. Jan, 05, 1998 15:52:57

THE ALBERTA HEALTH DEPARTMENT HAS INTRODUCED A NEW PROMOTION CALLED "YOU'RE AMAZING" ALBERTA HEALTH SPOKESMAN DENNIS OSTERCAMP SAYS IT'S TARGETTED AT COUPLES AGED 18 TO 30, WITH CHILDREN.

CART 210.....Q... "ENVIRONMENTAL FACTORS" 19 SECS.

OSTERCAMP SPOKE AT A NEWS CONFERENCE IN MEDICINE HAT YESTERDAY, HOSTED BY PALLISER HEALTH AUTHORITY.



**AMAZING 3 #####
JAN 5/98 DF\ # #**

Mon. Jan, 05, 1998 16:24:25

THE TWO YEAR, 1.5 - MILLION DOLLAR HEALTH PROMOTION LAUCHED BY ALBERTA HEALTH MINISTER HALVAR JONSON LAST JUNE MADE ITS OFFICAL APPEEARANCE IN MEDICINE HAT YESTERDAY.

ONE OF THE SPONSORS OF THE "YOU'RE AMAZING" PROGRAM IS PFIZER CANADA PHARMACEUTICALS, AND SPOKESWOMAN SHAUNA STACEY-WOLGER IS QUICK TO POINT OUT THEIR INVOVMENT DOES NOT INCLUDE THEIR PRODUCT.

CART 215.....Q... "AMAZING CAMPAIGN." 21 SECS.

THE PROGRAM AIMS TO VALIDATE THE IMPORTANT JOB OF PARENTING THAT PARENTS DO EVERY DAY, ESPECIALLY IN KEEPING THEIR KIDS HEALTHY.

**AMAZING 4 #####
JAN 5/98 DF\ # #**

Mon. Jan, 05, 1998 16:35:43

THE PRESIDENT OF THE PALLISER AUTHORITY IS LOOKING FORWARD TO SEEING HOW THE NEW "YOU'RE AMAZING" PROGRAM INTRODUCED BY ALBERTA HEALTH WILL AFFECT RESIDENTS IN THE REGION. TOM SEAMAN ADMITS IT WILL LIKELY TAKE A FEW YEARS TO SEE HOW THE PROGRAM FARES.

CART 220.....Q... "THEM HEALTHY." 15 SECS.

THE PROGRAM IS TARGETTED AT PARENTS AGED 18 TO 30, AND IS DESIGNED TO EDUCATE THEM ABOUT THE FACTORS THAT INFLUENCE HEALTH AND WELL-BEING FOR THEMSELVES, THEIR FAMILIES, AND COMMUNITIES.

2

The Paper

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January 5, 1998 • Vol. 3, No. 38

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PHA Introduces health promotion

Staff writer

The Palliser Health Authority will introduce the two year \$1.5 million health promotion initiative 'You're Amazing' at a 11:30 a.m. Promotional Event today in the Community Health Services Multi-Purpose Room in Medicine Hat.

'You're Amazing' is designed to educate young Alberta parents about the range of factors that influence health and well-being for themselves, their families and communities. The program encourages Albertans to identify the healthy things they do right now and encourages them to find simple, new ways to improve the health and well being of those around them.

The launch event will highlight educational materials such as the Cope Kit, the Summer Community Tour and Contest Draw, A 'You're Amazing' family calendar, awareness materials, community involvement partnerships and links as well as media and advertising support.

The program was launched by Alberta Health Minister Halvar Johnson this past summer as a part of the Alberta government's Alberta Health Business Plan, and is one of the first widespread health promotion initiatives in Alberta to focus on wellness.

By increasing the population's awareness of their own health, the government hopes to make them more responsible and therefore healthier. "Changing attitudes about health and wellness is not a short-term fix, but will provide the building blocks for the future generations of healthy Albertans," stated an Alberta Health press release.

'You're Amazing' focuses on a range of factors that determine population health rather than the traditional focus on risks and clinical factors related to particular diseases. Population health strategies are designed to affect the entire population while health care tends to deal with individuals who are sick or injured.



THE BASSANO TIMES

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(2)

Take time to play with your kids

A message from Alberta Health and its community partners

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You're Amazing provides young parents with ideas about how they can maintain a healthy family and promote healthy child development.

"Relaxing with your children, talking or reading to them and exposing them to other positive experiences is time well spent," says Diane Dalley of the Office of the Commissioner of Services for Children and families. "It's important to show children your love and give them your undivided attention whenever you can," says Dalley. "They need to be recognized and honoured as beings," she adds, "and to feel safe and secure."

Most parents already plan several family mealtimes each week, and the occasional picnic in the park or Sunday outing. Some families throw spare change in a jar until there is enough to take everyone to a movie. And they mark birthdays, special achieve-

ments and holidays with celebrations and traditional meals.

What about establishing a few new family traditions to honour what is unique about each member? Going out for pizza when the hockey player does especially well? Taking the music enthusiast to a free concert?

Family activities are an investment in your own health and the health of your children, both now and in the future.

A postscript: If parents are at the playground with their kids when they would much rather be doing something else, they are probably not helping their children or themselves. The idea is to have fun and in doing so improve everyone's outlook on life.

That extra few minutes you take to listen, or to hug a child is keeping your family healthy--*You're Amazing*.

For more information. Call Alberta Health Communications at 310-0000, then dial 427-7164.

You're Amazing is a program to help young parents identify the healthy things they do right now and encourage them to find simple, new ways to improve their health and the well-being of those around them.

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Counter price of
The Bassano Times
will be 50 cents
Less than a cup of coffee
or bottle of pop



Medicine Hat News

*At home
with you!*

January 6, 1996

Mon.-Thurs. 70 cents, Fri.-Sat. 83 cents

A4 — COMMUNITY — Tuesday, January 6, 1996, THE MEDICINE HAT NEWS

Project plans to give family health a boost

AJAY BHARDWAJ
Staff Writer

MEDICINE HAT

Alberta Health and the Palliser Health Authority are hoping a \$1.5-million education project called 'You're Amazing' teaches young families to live healthier lives.

The program was launched by Health Minister Halvar Jonson in June but a representative of the provincial department was in town Monday to promote it.

Through 'You're Amazing', organizers hope to teach young parents that health is determined by such factors as social and economic circumstances, environment and personal practices.

Young parents — the 76,000 Alberta families headed by parents between age 18 and 30 — were targeted because they tend to be motivated and at a stage in life where they make decisions and form habits that affect their and their children's future behavior, Denis Ostercamp of Alberta Health said.

"We're not hoping to save dollars as much as we're hoping to improve the health of Albertans," Ostercamp said. "If that save money, so be it. But if people are healthier that's

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A calendar and family kit that provides information and health tips and traveling displays help educate parents as part of the program.

Palliser Health Authority chairman John Boksteyn said Albertans won't see the results of the program for years down the road.

Although the program is to run for two years, Ostercamp said the province hopes health authorities develop it in their own regions.

While the province has provided \$1.5 million for the program, Alberta Credit Unions and Pfizer Canada, a pharmaceutical company, have contributed \$100,000 each to the program.

should contact MLA Ken Kowalski and let him know they don't want to be part of the Capital Health Authority.

Sturgeon already using Capital hospitals — Redwater Review (circ. 3,974), p. 12, no byline, 01/12/97 — A large number of residents of Sturgeon County and surrounding area are already using Capital Health region facilities. Nearly 40 per cent of Redwater residents, the farthest town from the Capital region, access Capital Health Authority facilities and 96 per cent of Morinville's residents make the trip into the Capital region for health care. Still, the Capital Health Authority says it does not want to absorb any community that does not want to be a part of the Capital region, but says a boundary or funding adjustment is obviously necessary.

Lock-out averted — Paper (Brooks), p. 1, Kerry Lelond, 01/12/97 — A tentative collective agreement was reached by the Health Sciences Association of Alberta just 24 hours after the Brooks and District Ambulance Association threatened to walk out on their jobs. Palliser board spokesperson Larry Albrecht says the authority is pleased with the agreement and union representative Dave Craig says his members are also pleased. However, Craig says he will urge his fellow workers to continue to improve the collective agreement.

Survey shows growing support for Crossroads — Wetaskiwin Times-Advertiser (circ. 707), p. A1, Anthony Kovats, 01/12/97 — A survey commissioned by municipalities in the Crossroads region and conducted by TeleResearch Inc. found 78 per cent of those people contacted were in favour of keeping the Crossroads Health Region intact. County of Wetaskiwin administrator Frank Courtney says the survey was commissioned because many felt the true feelings of the public were not being heard. Details of the survey are provided.

MLA's office flooded with letters of support — Wetaskiwin Times-Advertiser (circ. 707), p. A2, Anthony Kovats, 01/12/97 — Wetaskiwin-Camrose MLA LeRoy Johnson's office has been flooded with nearly 1,300 letters from people who want the Crossroads Health Authority to remain intact. A boundary review committee recommended the authority be dismantled with different regions merging with neighboring health authorities. However, a growing number of residents have begun to speak out. Johnson says the decision is up to Health Minister Halvar Jonson and not himself, but he will pass on the information he has received to the health minister.

Nurse shortage good news for LPN hopefuls — Red Deer Advocate, Wednesday (circ. 19,756), p. B1, Lana Michelin, 07/01/98 — Lead: "A shortage of licensed practical nurses in the Red Deer area could mean more Central Alberta students will be accepted into the local training course next fall." Judy Robins Weir, chair of the Red Deer College nursing program, says they are looking at doubling the enrollment, increasing the program from 12 students to 24. She says she believes hospital cost-cutting is partly behind the growing demand for LPNs, who are paid less than nurses, but are still trained and licensed for direct patient care and are more qualified to do more jobs. Regional Health Authorities

66% of Beaumont wants to stay with Crossroads region — Drayton Valley Western Review, p. 9, no byline, 16/12/97 — According to an

independent public opinion poll, 66 per cent of Beaumont residents still favour Crossroads Health Region over Edmonton's Capital Health Region. This survey was conducted and sponsored by a coalition of municipalities within the Crossroads region. Wetaskiwin county Reeve, Wallace Wilson said, "The survey shows the people are happy with the health services ... people here got the health care they wanted when they needed it and Crossroads stayed in line with the provincial budget, how can you beat that?".

Foundation purchase makes procedure possible — Drayton Valley Western Review, p. 11, Tami Trudeau, 16/12/97 — There is now one more reason to stay in town for medical services for Drayton Valley and area residents. The Drayton Valley Health Complex now offers Gastrointestinal endoscopy services. This equipment was purchased by the Drayton Valley Health Services Foundation and now visiting Drayton Valley twice a month are specialists, Dr. Kesh Bhargava and Dr. Neil MacEachern. The endoscopy equipment allows doctors a direct look at the stomach and intestines as well as the ability to perform biopsies on the spot. When a patient was referred to the city, as was previously the procedure, he or she had to go in first for an office visit and then return for the procedure. With the equipment in Drayton Valley, the procedure is much more convenient. Dr. Gault, who is the chairman of the Drayton Valley Health Services Foundation, said the equipment cost \$127 000, which was a big portion of the foundation's savings. The foundation relies on donations and Dr. Gault said there has been a very poor donor response since it was first established in 1995. When Crossroads was formed, so was a regional foundation in the interest of keeping the money raised for the community in the community. Dr. Gault added, "The money is used to promote health in all aspects throughout the community, not just at the hospital."

Project plans to give family health a boost — Medicine Hat News, Tuesday (circ. 13,808), p. A4, Ajay Bhardwaj, 06/01/98 — Lead: "Alberta Health and the Palliser Health Authority are hoping a \$1.5 million education project called 'You're Amazing' teaches young families to live healthier lives." The program, launched by Health Minister Halvar Jonson, is aimed at teaching young parents that health is determined by such factors as social and economic circumstances, environment and personal practices. Young parents were targeted because they tend to be motivated and at a stage in life where they make decisions and form habits that affect their children's future behaviour said Denis Ostercamp of Alberta Health. Although the program is to run for two years, Ostercamp says the province hopes health authorities develop it in their own regions.

Telehealth option considered for Hat — Medicine Hat News, Friday (circ. 13,808), p. A3, Ajay Bhardwaj, 02/01/98 — The Palliser RHA is hoping telehealth, a \$20-million provincial project, will be able to help deliver clinical and community-based services to various parts of the region. Using telehealth, doctors in one part of the region could send patients' diagnostic images to others and confer with each other, saving themselves and their patients travel time. Doctors could also discuss diagnoses with specialists from Edmonton and Calgary. Item looks at price for the system initiative as

(2)

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Most parents already plan several family mealtimes each week, and the occasional picnic in the park or Sunday outing. Some families throw spare change in a jar until there is enough to take everyone to a movie. And they mark birthdays, special achieve-

ments and holidays with celebrations and traditional meals.

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That extra few minutes you take to listen, or to hug a child is keeping your family healthy—*You're Amazing*.

For more information. Call Alberta Health Communications at 310-0000, then dial 427-7164.

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*you're
amazing*

A Partnership for Healthier Living several family mealtimes each week, and the occasional picnic in the park or Sunday outing. Some families throw spare change in a jar until there is enough to take everyone to a movie. And they mark birthdays, special achievements and holidays with celebrations and traditional meals.

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TO: MARY GARTREL	FROM: JOANNE HAWTHORNE
RE: You're Amazing	723-5385
422-6663	723-3209

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Improve your coping skills and improve your health

What does "health information" mean to you? Brochures filled with facts about good and bad cholesterol? Reminders from your doctor or conscience about getting up off the couch?

These are certainly important, but you might be pleasantly surprised by a province-wide health program called *You're Amazing*. It's upbeat, and it tells people that they're already doing a lot of things right. The focus of *You're Amazing* is on stress-beaters like taking control, making choices, seeking support and forming positive daily habits. And on giving yourself credit for all those things you're already doing that make you healthy.

What do those things have to do with health? A lot, as it turns out. Research has shown a clear connection between good health and the way we cope with everyday life. For example, in many cases chronic negative emotions are a factor in the development of heart disease.

Here are a few of the easy-to-take tips that *You're Amazing* is offering to (and receiving from) young parents, who are among the busiest members of our society:

*Once a week (or once a month) postpone pressing commitments to your employer, your aging parents or your children and spouse: in order to spend an hour doing what you really love, whether it is gardening, golfing or playing the guitar. Take time for yourself.

*Find ways to pat yourself on the back. List all your accomplishments in a brag book. If a friend or someone at work has written a note that sings your praises, put it on the bulletin board. And look at it when things seem bleak.

*Upset? Simply stand outside and look at the sky until you feel better.

*Leave your briefcase at work at least once in a while.

*Discover the rewards of volunteer work (even if you're already too busy). There are tremendous emotional rewards in knowing you are helping others and contributing to your community.

That half-hour you spend in the garden (or in the park, or with a book, or in the bath tub!) - is keeping you healthy - finding time for yourself is keeping you healthy - *You're Amazing*!

For more information call Alberta Health Communications at 310-0000, then dial 427-715.

You're Amazing is a program designed to help young parents identify the healthy things they do right now and encourage them to find even more ways to improve their health and the well-being of those around them.

Weekly
 The Anchor
 Edison
 Feb 2/88
 Carol

(8)

TO YOUR HEALTH

You're Amazing Program supports young parents

Alberta Health

The next time you take an hour to play with the kids or enjoy the sunshine, forget about all those other things you "should" be doing. Just remember that relaxing and having fun is good for your health... and good for your children's health too.

This is one of the messages that Alberta Health and its community partners are getting out to young parents through a program called *You're Amazing*. The program is designed to remind people that there's more to good health than eating right and exercising. To put it very simply, a laugh a day is just as important as an apple a day.

Alberta Health's assistant deputy minister Cecilie Lord describes the program's basic philosophy this way: "Health depends in larger measure on coping skills, personal behaviours, and social and economic factors."

"Even the tiniest things contribute to your health," adds Dalcyce Greenslade of the David Thompson Regional Health Authority. "*You're Amazing* will plant a seed in people's minds. It will get them thinking in a different way ... recognizing that health is more than health care. There are so many different things

that factor into your health. Recreational facilities, churches and food banks are important too, not just hospitals."

The *You're Amazing* program recognizes that parents are juggling many responsibilities - at home, at work and in the community. And for many parents, stretching the pay cheque to the end of the month is a constant challenge. So they could use a little encouragement and perhaps a reminder that, although they may seem to be living in chaos, they are actually doing a great job.

Doug Wilson of the University of Alberta's Centre for Health Promotion Studies believes in the ideas behind the *You're Amazing* initiative. "Studies have shown," he says, "that people are healthier when they are able to make choices and feel they have some control over their lives. People need to feel that they're continuing to grow. That feeling can come from something as simple as enrolling in a one-day course."

A major aspect of the program is ensuring that children get a healthy start in life. "Children's experiences in the early years are crucial to their success and good health as adults," says Dianne Dalley of the Office of the Commissioner of Services for Children and

Families. "And, of course, those are the years when children are almost totally dependent on their parents. So, if parents have a positive attitude and know how to cope, they will pass that invaluable knowledge on to their children."

Most of the information that *You're Amazing* provides is neither hard to understand nor difficult to put into practice. It's about little things that, as it turns out, are actually big. The things that most of us already know, but sometimes forget. Alberta Health and its community partners will provide Albertans with ideas about small steps they can take towards better health. How to manage time and money. How to cope with "curve balls" at home and at work. How to make sure the kids have love, security and opportunities to develop their confidence and skills.

For years, Pat wanted to quit smoking...



Then he got
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YOU'RE AMAZING

Many factors influence individual's health

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FYI



By DEB GUERETTE
RECORD GAZETTE STAFF

It is the little things that count in Alberta Health's two-year "You're Amazing" healthy living promotion.

Health is influenced and created by many factors, says Peace Health Region's health promotion facilitator Karen Brideau.

Income, ties to family, friends and community, stress coping skills, and working conditions are some of the factors that determine the quality of life a family might experience.

PEACE HEALTH REGION'S
Karen Brideau holds a poster lacked up in a number of different places in our community.

Increasing awareness of some of those factors and sharing ideas about them among young families is the goal of the promotion, Brideau told the *Record-Gazette*.

"Health is all the things you do. We want to get across the idea there are a lot of things that influence health," Brideau said.

The promotion, which mainly targets young families from 18 to 30, began last summer with its "You Oughta Be in Pictures" campaign. Families were invited to submit a family picture and a short list of "amazing" things they

do together. A display board of entries was taken on a tour of community events throughout the province. They made their way to Peace River during Oktoberfest, she said.

"We wanted to discover what Albertans are doing already to stay healthy and looked at the positive things parents were already doing," Brideau said.

The colorful pictures and lists were then used to create a "Your Amazing Calendar," which was recently distributed to families.

"They incorporated the tips into the calendars. It focuses on the positive and on simple things you can do with your family," Brideau said.

Sharing coping strategies and enjoyable family activity ideas will hopefully impact upon choices made in day to day family life, she says.

"You and your family have a lot of control over aspects of health. It starts with small things that have a big influence, like just telling a someone 'you're amazing,' goes a long way to making them feel valuable and good," Brideau said.

A little bit of attention to developing healthy lifestyles now will "pay major dividends later for your own health, your family's health, your children as adults, your community's health and the health of future generations," Alberta Health states.

The promotion is ongoing and young families can expect further

Your Amazing messages popping up in a variety of forms throughout the province, Brideau states.
"People have been very positive. They love the calendars and information for the next stages is coming together," Brideau said.

More information about the promotion can be obtained by calling Alberta Health Communications at 310-0000, then dialing 426-7164 or by contacting health promotion staff at local community health centres, Brideau said.

Record Gazette
Mar 8/98